

# claudia laverack

I am a positive, outgoing individual with a proactive, self-motivated attitude. Having worked in a number of fast-paced fashion business environments, I have gained a wealth of commercial awareness with emerging designers, allowing me the chance to share my knowledge with and learn from the small brands paving the way to an innovative and environmentally-sound fashion eco-system. Confident communication skills have allowed me to liaise effectively with designer teams and PR agencies across the international fashion industry previously, whilst also building meaningful relationships internally. I am flexible and used to meeting goals, and adapting to changing business objectives. Keeping up with industry news and new technology helps me bring a wider awareness to my work.

## Contact

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## Education

### London College of Fashion

(Sept. 2016 - July 2020)

BA (Hons) Fashion Marketing:

First Class Degree

### Hymers College, Hull

(2013 - 2015)

A-levels:

- Politics (A\*)
- General Studies (A\*)
- Philosophy & Ethics (B)
- English Literature (B)

### Extra-Curricular:

- Chamber Choir

## Skills

### Personal

- Highly organised
- Able to prioritise tasks
- Flexible team player
- Calm under pressure
- Strong industry awareness
- Motivated and ambitious
- Creative problem solver
- Confident in pitching ideas

### Technical

- Excellent communication skills; verbal and written
- Competent with Windows and Apple software
- Proficient with Excel
- Proficient with Adobe
- Social Media proficient
- Experience organising couriers

## Placements

### HTOWN Agency, Intern (Jan. 20 - Feb. 20)

- Presentation and showroom e-vite send out
- Emailing buyers to check/confirm order status for various brands
- Using Excel to collate guest lists and store orders
- Backstage assistance at LFWM: steaming, model dressing etc.
- Guest-list check in at LFWM presentations

### Alighieri Jewellery, Studio Assistant (Jun. 19 - Aug. 19)

- Overseeing customer orders via Shopify
- Assembling jewellery and packing orders to luxury standards
- Organising delivery service via DHL
- Pulling/delivering large stock quantities to fulfil wholesale orders
- Processing returns from wholesale accounts
- Implementing a new system of stock organisation

### British Fashion Council, Designer Relations (Jun. 18 - 19 & Oct. 19 - Feb. 20)

- Brand research/reach-out for LFW/LFWM Designer Showroom
- Recruiting/managing staff to work at LFW/LFWM
- Aiding operational designer management in the Showrooms, i.e. signage, furniture and building strong brand relationships
- Liaising with brands, communicating messages and information
- Collating applications to create judging packs for LFW/LFWM and BFC initiatives: NEWGEN, GQ Fund and Fashion Trust
- Solving logistical/communication issues with initiative application and judging process to work towards new future strategy
- Planning and organising NEWGEN selection days, managing designer communication
- Organising NEWGEN pop-up showroom across LFW/LFWM; allocating slots, organising couriers, liaising with designers prior to/during the event; assisting with set-up/ set-down
- Contracting shows and events across LFW/LFWM
- Maintaining online designer profiles
- Training new staff members

## Work

### Weekday, Sales Assistant (Aug. 17 - May 18)

- Maintaining up-to-date knowledge on products and trends
- Working within a team to reach collective sales goals
- Putting myself forward to take part in company research days
- Creating a warm and enjoyable instore experience
- Advising customers and making them feel comfortable
- Maintaining a shop floor to Weekday's merchandising standards
- Assisting with instore events
- Using a till system to process sales and returns
- Processing deliveries under time pressure